

3573-96

3/11/2014

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D.C. 20460

MAR 11 2014

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

Mr. Marc j. Van Rafelghem, Ph.D
The Procter & Gamble Company
5299 Spring Grove Ave, Cincinnati OH 45217

Subject: **Malibu Concentrate**
EPA Registration Number 3573-96
Application Dated October 18, 2013
EPA Received October 18, 2013

Dear Mr. Rafelghem:

Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.

The next label printing of this product must use this labeling unless subsequent changes have been approved. You must submit one (1) copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and it's implementing regulation at 40 CFR 152.3.

If you have any questions, please contact Drusilla Copeland at 703-308-6224 or Velma Noble at 303-308-6233.

Sincerely,

A handwritten signature in black ink, appearing to read "Velma Noble".

Velma Noble
Product Manager (31)
Regulatory Management Branch I
Antimicrobials Division (7510P)

Enclosure: stamped label

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MALIBU CONCENTRATE

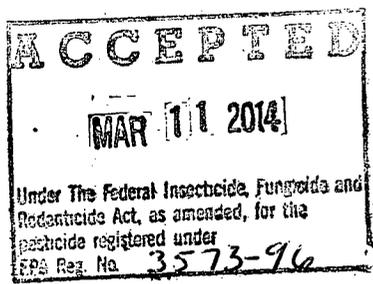
OPTIONAL:
 Glass and Surface [Multi-Surface] [Multi-Purpose] Cleaner
 Hospital Use Disinfectant
 Bactericide
 Germicide***
 Virucide†
 Sanitizer
 Deodorizer
 [For] [Hospital], [Commercial], [Institutional], [Industrial],
 [and] [Household] [Use]
 Closed Loop
 Scent Descriptors
 [Sweet] [Citrus] [&] [Light] [Lemon] [Zest]
 [Citrus] [Contains] [With] [Citrus extracts]
 [Fresh] Mr. Clean with Febreze] [Freshness] [Scent]

Active Ingredients:
 n-Alkyl (C₁₄-60%, C₁₆-30%, C₁₂-5%, C₁₈-5%)
 Dimethyl Benzyl Ammonium Chloride..... 0.75%
 n-Alkyl (C₁₂-68%%, C₁₄-32%) Dimethyl
 Ethylbenzyl Ammonium Chloride 0.75%
 Other Ingredients..... 98.50%
 Total..... 100.0%

KEEP OUT OF REACH OF CHILDREN
DANGER

See [left] [side] [right] [back] panel for Precautionary Statements and First Aid

EPA Reg. No. 3573-96
 EPA Est. No. (as indicated on container)
 Net Contents: (as indicated on container)
 [Country of origin (insert country)]
 [Manufactured in (insert country)]
 [Barcode]



P&G ProLine™ logo\ Procter & Gamble Professional™ logo

Must appear in a smaller type size (such as ½ the size of the product name or smaller) and different font and/or color from that of the product brand name AND is not located in close proximity to the product brand name (for example, on the back panel or at the bottom of the front panel if the product name is at the center or top of the front panel).

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PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

Danger. Corrosive. Causes irreversible eye damage and skin burns. Harmful if absorbed through skin or inhaled. Do not get in eyes, on skin or on clothing. Avoid breathing concentrate spray mist. Wear goggles or face shield, protective clothing and rubber gloves when handling concentrate. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

FIRST AID

IF ON SKIN OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15 – 20 minutes.

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15 – 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.

IF INHALED: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible.

IF SWALLOWED: Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.

NOTE TO PHYSICIAN: Probable mucosal damage may contraindicate the use of gastric lavage.

ENVIRONMENTAL HAZARDS

Do not discharge effluent containing this product into lakes, streams, ponds, estuaries, oceans or other waters unless in accordance with the requirements of a National Pollutant Discharge Elimination System (NPDES) permit and the permitting authority has been notified in writing prior to discharge. Do not discharge effluent containing this product to sewer systems without previously notifying the local sewage treatment plant authority. For guidance, contact your State Water Board or Regional Office of the EPA.



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Directions for Use:

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

{Note for reviewer: For labels that list medical premises and metal and / or stainless steel surfaces, one of the following statements must be used:}

This product is not to be used as a terminal sterilant / high-level disinfectant on any surface or instrument that [1] is introduced directly into the human body, whether into or in contact with the bloodstream or normally sterile areas of the body, or [2] contact intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to preclean or decontaminate critical or semi-critical medical devices prior to sterilization or high-level disinfection.

{or}

This product is not for use on medical device surfaces.

Do not breathe spray.

Preparing Disinfecting Solution:

{Note to reviewer: Alternate heading :}

[Manual Preparation of Use dilution:]

[Mix] [Dilute] 1 part MALIBU CONCENTRATE per 14 parts water [2.13 ounces per 32 oz. spray bottle]. Mix thoroughly until dilution becomes a clear, light [blue] [red] [green] [yellow] [orange] liquid. [1 gallon of MALIBU CONCENTRATE makes 15 gallons of diluted disinfectant product]. [Dilute 1 part MALIBU CONCENTRATE per 14 parts water into a spray bottle using the dilution center. Use only a coarse spray bottle.]

To Disinfect:

For heavily soiled areas, a preliminary cleaning is required. Spray 6-8 inches from hard, non-porous surfaces. Thoroughly wet surfaces with disinfecting solution for 10 minutes. Wipe with a paper towel, lint-free cloth, or allow to air dry.

or

To [Disinfect] [/] [Sanitize] [/] [Deodorize]:

For heavily soiled areas, a precleaning is required. For hard nonporous surfaces, spray [6-8 inches from surface] until thoroughly wet. **To Sanitize:** Let stand 5 minutes before wiping. **To Disinfect:** Let stand for 10 minutes before wiping.

Rinse all surfaces that come in contact with food such as counters, tables and stovetops with potable water before reuse. Do not use on utensils, glasses or dishes as a disinfectant.



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General Cleaning Directions:

Apply to hard, non-porous and glass cleaning surfaces by coarse sprayer, sponge or cloth. Do not breathe spray [mist]. For non-disinfecting light cleaning, mix up to 19 parts water to 1 part concentrate.

or

[General] [Cleaning] [Surface] [Glass] [Directions]:

Spray 6-8 inches from hard, non-porous [and] [glass] surfaces. Wipe with a [dry] paper towel or [lint free] cloth [to a streak free shine]. [No rinsing necessary.]

Glass Cleaning Directions:

Spray MALIBU CONCENTRATE on windows, mirrors and glass surfaces. Wipe with a paper towel or lint-free cloth.

Spray 6-8 inches from surface; rub with a paper towel or lint-free cloth.

Deodorizing Directions:

Spray MALIBU CONCENTRATE to deodorize hard nonporous surfaces.

Sanitizing Non-Food Contact Surface Directions:

Spray MALIBU CONCENTRATE to sanitize hard, non-porous environmental surfaces. Treated surfaces must remain wet for 5 minutes. Wipe dirt away with a paper towel or lint-free cloth.

{ALTERNATE LANGUAGE FOR DILUTION CENTER}

[Closed Loop] [Automatic Dilution]

ATTACHING THIS PRODUCT TO THE P&G DILUTION CENTER: Remove white shipping cap. DO NOT REMOVE LIGHT-BLUE PLUG FROM BOTTLE THROAT! Screw on light blue dispensing cap from dilution center product tube. Push down while twisting.

Concentrated Product- Dilute before using

[1 gallon makes 15 gallons of diluted disinfectant [disinfecting] product]

Directions for mixing/proportioning product into a spray bottle [1:15 Dilution]:

Preparing disinfecting solution for the spray bottle:

Fill with water to the top of the label.

Fill with water to the line marked on the bottle.

Add two ounces of concentrate [2 pumps]

Fill with water -----> {This arrow will point to a piece on an icon of a bottle.}

Add 2 ounces [2 pumps] concentrate -----> {This arrow will point to a piece on an icon of a bottle.}

Gently shake to mix.

Directions for mixing/proportioning product into 5.0 gallon buddy jug [1:15 Dilution]:

Fill buddy jug with cold tap water to the 3.5 gallon mark on the side of jug.

Slowly pour entire contents of two-22 oz. concentrate bottles into water in the buddy jug.

Resume filling buddy jug with a slow stream of cold tap water until the water reaches the 5.0 gallon mark.

Close the buddy jug lid. Gently shake to mix.

Failure to dilute to 5.0 gallon mark can result in unsatisfactory performance.

Directions for mixing/proportioning product into 2.5 gallon buddy jug [1:15 Dilution]

Fill buddy jug with cold tap water to the one gallon mark on the side of jug.

Slowly pour entire contents of one-22 oz. concentrate bottle into water in the buddy jug.

Resume filling buddy jug with a slow stream of cold tap water until the water reaches the 2.5 gallon mark.

Close the buddy jug lid. Gently shake to mix.

Failure to dilute to 2.5 gallon mark can result in unsatisfactory performance.

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{Note to reviewer: For Nonrefillable Containers, Label has Commercial, Industrial, Institutional Uses}

STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage and disposal.

Pesticide Storage: Open dumping is prohibited. Store in original container in areas inaccessible to children.

Pesticide Disposal: Pesticide wastes may be hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

Container Disposal: Nonrefillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse as follows: Fill container ¼ full with water and recap. Shake for 10 seconds. Drain for 10 seconds after the flow begins to drip. Follow Pesticide Disposal instructions for rinsate disposal. Repeat two more times. Then offer for recycling if available [or reconditioning if appropriate] or puncture and dispose of in a sanitary landfill.

{Note to reviewer: For Nonrefillable Sealed Containers: Packaging options can be sealed containers or bottles designed for use dilution systems to reduce worker exposure to the concentrate. None of these can be triple rinsed because they are closed sealed containers. The following text will be used on these sealed container types:}

STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage and disposal.

Pesticide Storage: Open dumping is prohibited. Store in original container in areas inaccessible to children.

Pesticide Disposal: Pesticide wastes may be hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

Container Disposal: Nonrefillable container. Do not reuse or refill this container. Then offer for recycling if available [or reconditioning if appropriate] or puncture and dispose of in a sanitary landfill.

Kosher Symbol\Words

UPC Code

®
™

Phone icon 1-800-332-7787 [www.pgbrands.com] [www.pgpro.com][www.website.com][or appropriate phone number and website]

{Note to Reviewer: The website URL may also be provided as a Quick Response (QR) code}

[QR Code icon]

[Use your [smart]phone] [to] [and] [scan] [the] [this] [tag] [code] [to] [learn] [see] [more] [uses] [information] [videos] [on how to use] [on] [for] [this product] [for] [how to] [tips]

Questions? MSDS?

Distributed [Distr.] by PROCTER & GAMBLE, [1 P&G Plaza,] Cincinnati, OH 45202-3393

MALIBU CONCENTRATE
EPA REG. NO. 3573-96
EPA Stamped Label

{Note to reviewer: Language in [] is optional or interchangeable. "****", "*****", or "†" may be interchanged}

{Note to reviewer: The following is considered optional marketing language. On pages 3-18, parentheses () indicate that one option within the parentheses must be used in the final label text. Each option within the parentheses is enclosed in a set of brackets [].}

{CLAIMS – NON-FIFRA}

{Note to reviewer: The following claims containing "New" may only be used for a period of six months after EPA's approval of a revised or alternate formula, beginning when the product is first sold or distributed.}

New
New Formula
New Streak-free shine formula
New [Fresh][er] [Scent][*] [*among those with a preference]

- ([15X] [X] Concentrated formula
- ([15X] [X] Concentrated formula saves money [by not shipping] [a lot] [of] [water]
- ([15X] [X] Concentrated formula uses less packaging [per] [diluted] [ounce] ([than] [vs.]) ([our] [other]) ready to use ([products] [cleaners])
- ([15X] [X] Concentrated formula reduces [package] waste ([by] [up to] [more than]) ([100%] [200%] [500%] [1000%] [1500%] [%]) compared to ([RTU] [ready to use]) ([packages] [products])
- ([15X] [X] Concentrated formula reduces [package] waste ([by] [up to] [more than]) ([100%] [200%] [500%] [1000%] [1500%] [%])
- ([15X] [X] Concentrated formula reduces [package] waste ([by] [up to] [more than]) ([2X] [5X] [15X] [X]) compared to ([RTU] [ready to use]) ([packages] [products])
- ([15X] [X] Concentrated formula reduces [package] waste ([by] [up to] [more than]) ([2X] [5X] [15X] [X])
- ([15X] [X] Concentrated formula results in a lower cost [per] [diluted] [ounce] ([than] [vs.]) ([our] [other]) ready to use ([products] [cleaners])
- ([15X] [X] Concentrated formula results in a lower cost [per] [diluted] [ounce]

A clean your mother would approve of
A fresh take on tough cleaning
Beautiful clean[ing]
Brilliant shine

Cleans and deodorizes [your] [whole] [throughout your] [house] [[facility] [business] [operation] [site] [location] ([Cleans] [Cleans away] [Removes]) [more] [tough] [greasy] ([dirt] [soil[s]] [and residues]) other cleaning products ([may] [can] [do] [leave behind])

([Cleans] [Cleans away] [Removes]) [more] [tough] [greasy] ([dirt] [soil[s]] [and residues]) other cleaning products ([may] [can] [do] [leave behind]) [on] ([countertops] [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exercise equipment] [,] exercise paraphernalia [,] [weight machines] [,] [free weights] [,] [rehab areas] [,] [rehabilitation areas] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven fronts] [,] [exterior surfaces of microwaves] [,] [and] ([shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

([Cleans] [Cleans away] [Removes]) [more] [tough] [greasy] ([dirt] [soil[s]] [and residues]) other cleaning products ([may] [can] [do] [leave behind]) [on] ([countertops] [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exercise equipment] [,] exercise paraphernalia [,] [weight machines] [,] [free weights] [,] [rehab areas] [,] [rehabilitation areas] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven fronts] [,] [exterior surfaces of microwaves] [,] [and] [shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

([Cleans away] [Removes]) [tough dirt] [and] [residues] other cleaning products [may] [can] leave behind
([Cleans away] [Removes]) [tough dirt] [and] [residues] other cleaning products [may] [can] leave behind ([on flooring] [on] [countertops] [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven

fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your home) [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [.]

((Cleans) [Cleans away] [Removes]) ((tough) [greasy] [dirt] [soil[s]] [residue[s]]) ((from) [fire] [smoke] [damage]) [faster]*

- ([*vs. the leading [all-purpose][multi-purpose][multi-surface] cleaner])
- ([*vs. leading [all-purpose][multi-purpose][multi-surface] cleaners])
- ([*vs. the leading all-purpose][multi-purpose][multi-surface] professionally labeled cleaner]
- ([*vs. leading [all-purpose][multi-purpose][multi-surface] professionally labeled cleaners])
- ([*vs. the leading [liquid] [dilutable concentrate] [[ready to use] [RTU] spray] [all-purpose][multi-purpose][multi-surface] [professionally labeled] cleaners])

((Cleans) [Cleans away] [Removes]) ((tough) [greasy] [dirt] [soil[s]] [residue[s]]) [from] [fire] [smoke] [damage] ([on] [countertops] [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exercise equipment] [,] exercise paraphernalia] [,] [weight machines] [,] [free weights] [,] [rehab areas] [,] [rehabilitation areas] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven fronts] [,] [exterior surfaces of microwaves] [,]) [and] ((shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

((Cleans) [Cleans away] [Removes]) ((tough) [greasy] [dirt] [soil[s]] [residue[s]]) [from] [fire] [smoke] [damage] [faster]* ([on] [countertops] [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exercise equipment] [,] exercise paraphernalia] [,] [weight machines] [,] [free weights] [,] [rehab areas] [,] [rehabilitation areas] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven fronts] [,] [exterior surfaces of microwaves] [,]) [and] ((shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

- ([*vs. the leading [all-purpose][multi-purpose][multi-surface] cleaner])
- ([*vs. leading [all-purpose][multi-purpose][multi-surface] cleaners])
- ([*vs. the leading all-purpose][multi-purpose][multi-surface] professionally labeled cleaner]
- ([*vs. leading [all-purpose][multi-purpose][multi-surface] professionally labeled cleaners])
- ([*vs. the leading [liquid] [dilutable concentrate] [[ready to use] [RTU] spray] [all-purpose][multi-purpose][multi-surface] [professionally labeled] cleaners])

((Cleans away) [Removes]) tough dirt [.]

((Cleans away) [Removes]) tough dirt (([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,] [exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])

[Clean better than before] to reveal a (([brilliant] [sparkling] [virtually] [100%]) shine[.]

[Clean better than before] to reveal a (([brilliant] [sparkling] [virtually] [100%]) shine (([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,] [exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])

[Clean[s]] [better than before]-to reveal a -([virtually]-[100%] [streak free]) shine[-]

[Clean[s]] [better than before] to reveal a (([virtually] [100%] [streak free]) shine (([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,] [exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,]

[and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Cleans better than before to reveal] [up to] ([2X][3X][4X]) the shine

[Cleans better than before to reveal] [up to] ([2X][3X][4X]) the shine[*] ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[*vs. previous formula]

Cleans [dirt] and/or [grease] and/or [grime] with only one ([wipe][swipe])

Cleans [kitchens], [bathrooms], [glass], [windows] [mirrors], [appliances] [household surfaces] [and shiny surfaces]

Cleans [kitchens], [bathrooms] [restrooms], [glass], [windows], [mirrors] [shiny surfaces], [and household surfaces] to a streak free shine

Cleans [kitchen] [household] [commercial] [industrial] [institutional] [hard] surfaces [throughout your facility] to a streak-free shine [even glass]

Cleans thoroughly to reveal [a] [the] shine

Cleans thoroughly to reveal ([a] [the] [brilliant] [sparkling] [Virtually] [100%] [streak free]) shine[.]

Cleans thoroughly to reveal ([a] [the] [brilliant] [sparkling] [Virtually] [100%] [streak free]) shine ([on] [countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Cleans to a brilliant shine

Cleans To a Sparkling Shine [Most Everywhere], [Most Hard Nonporous Surfaces], [Most Surfaces], [Most Shiny Surfaces]

Cleans to a streak-free shine [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances] [stainless steel], [stove tops] [glass furniture], [oven fronts], [exterior surfaces of microwaves], [and shiny surfaces]

Cleans to reveal a [brilliant] [sparkling] shine[.]

Cleans to reveal a [brilliant] [sparkling] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Cleans to reveal [a] [virtually] [100%] [streak free] [spotless] shine

Cleans to reveal a [virtually] [100%] [streak free][spotless] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Cleans without bleach

Cleans your whole ([business][operation][site][location]house) [hospital] [office] [hotel] [restaurant] [school] [airport] [facility]) and [most] everything in it [to a streak-free shine]

Combines the [tough] [cleaning] power of a [all-purpose][multi-purpose][multi-surface] cleaner ([and] [with]) the [virtually] streak-free performance of a glass cleaner and [with] hospital [use] [level] ([disinfecting] [disinfectancy])

Cuts [grease] [and grime], while leaving a streak- free shine

Cuts Grease

Cuts Tough Grease

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Cuts [tough] [grease] [and grime]
 [Designed] [Formulated] [to] [clean] [and] [buff] with [low(er)] [less] [few(er)] [VOC's] [Volatile Organic Compounds] [solvents]
 Dries [to a] streak-free [shine]
 [Designed] [Formulated] [to] dry slow(er) [due to [with] low(er)] [less] [few(er)] VOC's [Volatile Organic Compounds] [solvents]
 Easier to clean with one solution [for the whole house] [for multi surfaces] [for the whole facility]
 Easier [Easy] to clean [with one solution] ([your] [the] [whole] [entire] [house] [business] [office] [restaurant] [[multi-] [multiple] surfaces]) [with just one product]

Easy to Use

Excellent clean[ing]

(([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to][100%][2X][3X][4X] more shine[.]
 (([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to][100%][2X][3X][4X] more shine
 ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your home])[.]

(([[Excellent] [Great] [clean to reveal] [Cleans better to reveal]) [up to] 100% more shine[.]
 (([[Excellent] [Great] [clean to reveal] [Cleans better to reveal]) [up to] 100% more shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your home])[.]

(([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to] [2X][3X][4X] more shine [.]
 (([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to] [2X][3X][4X] more shine
 ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Fewer mistakes [on which product to use][on product choice] [by employees]
 Fewer products required reduces [inventory] [and] [space requirements]
 [For best results,] apply a thin layer of [product] [Alternate brand name] [Alternate brand name]; buff [dry] [until no streaks] [until streaks are gone] [until product disappears]

Fresh Clean Scent

Fresh Scent

Gives Streak-free shine while it cleans

Great clean[ing]

Great on glass

[Helps] [Eliminate Odors] [and] Cleans to a sparkling shine [Most Everywhere], [Most Hard Nonporous Surfaces], [Mbst Shiny Surfaces]

[Helps] [Eliminate Odors] [and] Cleans to a [virtually] streak-free shine[.]

[Helps] [Eliminate Odors] [and] Cleans to a streak-free shine ([on] [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces] [countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Helps] [Eliminate Odors] [and] Cleans to a [virtually] streak-free shine ([on] [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces] [countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven

fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

[Helps] [Eliminate Odors] [and] Cleans your whole house and [most] everything in it [to a][virtually][streak-free shine]

[Helps] [Eliminate Odors] [and] Cuts [grease] [and] [grime], while leaving a streak-free shine

[Helps] [Eliminate Odors] [and gives a] [virtually][streak-free]Streak-free shine [in less time]

[Helps] [Eliminate Odors], [and] Gives [a][virtually] [streak-free] [Streak-free] shine [while it cleans]

[Helps] [Eliminate Odors] [and] Reveals the shine [in less time] [in less swipes] [in less strokes] [.]

Just what you need and nothing more

[Kitchen] and [Bathroom] cleaner

Leaves a Fresh [Clean] Scent

Leaves behind no dulling residue

Leaves behind no dulling residue ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

Leaves no smeary residue

Leaves nothing but [a] [virtually] [100%] [streak free] shine

Leaves nothing but a [virtually] [100%] [streak free] shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [oven door exterior][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home)][.]

Leaves your [house] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] smelling [clean] [and fresh]

Leaves no smeary residue

Leaves your ([whole] [house] [business] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]]) smelling clean and fresh

Leaves your ([whole] [house] [business] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]]) smelling good

Less confusion [on which product to use] [on product choice] [by employees]

Less [overall] training since one product replaces several [many]

Long Lasting ([freshness][fresh][scent][fragrance][aroma][perfume]).

Long[er] lasting freshness

Makes cleaning easier

Makes ([life] [running a business]) easier

More shine [in less time]

More shine [in less time] ([vs. imitation brands] [vs. leading in-store brand] [vs. leading in-store brands])

- Mr. Clean [™]One for All[™]
- Mr. Clean [™]Essentials[™]
- Mr. Clean w/Febreze [Freshness] [Fresh Scent]
- Multiple [Multi-] surface [use] [cleaner]
- Multi-Purpose [Cleaner] [Spray]
- Multi-Purpose [Spray]
- Multi-Shine
- Multi-Surface [Cleaner] [Spray]
- No Buffing [Required]
- No dulling residue
- No-filming

No grease [and No Streaks]

No harsh odor

No overpowering chemical odor

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No residue
No smeary residue
No streaking
No streaking or filming
Nothing but shine left behind

Nothing but shine left behind ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Now] [cleans better to reveal] [up to] [2X] [3X] [4X] the shine[*][.]
[*vs. previous formula]

[Now] [cleans better to reveal] [up to] [2X] [3X] [4X] the shine[*] ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[*vs. previous formula]

One product to [clean] [and shine] just about any surface

One product to [thoroughly] clean surfaces [throughout the kitchen] [throughout the house] [throughout your bathroom][throughout your business] [throughout your operation] [throughout your site] [throughout your location] [throughout your restrooms] [throughout your facility]

One [simple] [cleaner] [product] does the job of three

One step cleaning[and deodorizing][and freshening]

One Step Greater than Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]

One Step > Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]

1 Step > Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]

1 Step Greater than Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]

Powerful clean[ing]

Powerful cleaning [of Mr. Clean]

Powerful Multi-Surface Cleaning

Replaces [virtually] all [of your] [current] spray and wipe cleaners to maximize [simplicity] [,] [productivity] [,] [employee] [and] [client] [patron] satisfaction.

([Simply] [Let] [air-dry] [dry]) ([for a] [streak free] [shine])

Sparkling shine

Sparkling streak-free shine

Sparkling [virtually][streak-free] shine

Spreads [goes on] [easy] [easier] [than before]

Streak-Free [or Streak Free]

Streak-free Shine

Streak-free Formula

The clean you've always counted on

The cleaner [for professionals] [professionals use]

The cleaning solution for your [busy life] [business]

The tough job cleaner

The most [powerful] [effective] all-purpose cleaner you can buy

Thorough clean to [reveal] [a] [Brilliant] [Sparkling] [Virtually] [100%] [streak free] shine[.]

Thorough clean to [reveal] [a] [Brilliant] [Sparkling] [Virtually] [100%] [streak free] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Thorough clean to [reveal] [a] [virtually] [100%] streak-free shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Thorough clean[ing]

([Thorough cleaning] [Great cleaning] [Excellent cleaning][Beautiful cleaning] [Powerful cleaning][Cleans]) to reveal a [virtually] [100%] [streak free] shine[.]

([Thorough cleaning] [Great cleaning] [Excellent cleaning][Beautiful cleaning] [Powerful cleaning][Cleans]) to reveal a [virtually] [100%] [streak free] shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Thorough clean[ing] to [reveal] [a] [virtually] [streak-free] shine

Thoroughly cleans without leaving ([virtually] [any] [smears] [or] [residues] [or] [streaks] [or] [film])[.]

Thoroughly cleans without leaving ([virtually] [any] [smears] [or] [residues] [or] [streaks] [or] [film])

([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Tough cleaning to reveal [the][a] shine

Tough cleaning to reveal the ([brilliant] [sparkling] [Virtually] [100%][streak free]) shine[.]

Tough cleaning to reveal the ([brilliant] [sparkling] [Virtually] [100%][streak free]) shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Twice the shine [in less time]

Twice the shine [in less time] ([vs. imitation brands] [vs. leading in-store brand] [vs. leading in-store brands])

([Up to] [2X] [3X] [4X]) long[er] lasting ([freshness][fresh][scent][fragrance][aroma][perfume])

([Up to] [2X][3X][4X]) [the] shine

([Up to] [2X][3X][4X]) [the] shine ([vs. imitation brands] [vs. leading in-store brand] [vs. leading in-store brands])

[Use less] [Use a small amount of product] [Spread a thin layer of] [product] [alternate brand name] evenly [over the surface]; buff [dry] [until no streaks] [until streaks are gone][until product disappears]

Use less[for cleaning][tough][greasy soils][vs. competitive][vs. other multi-purpose][products]

[Virtually] [100%] streak free shine.

[Virtually] No streaking or filming

[Virtually] No streaking or filming ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior surfaces of appliances][.] [stainless steel][.] [glass furniture][.] [oven fronts][.] [exterior surfaces of microwaves][.] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Virtually] [streak free] [Streak free] [Brilliant] [Sparkling] [virtually] [100%] [streak free] shine[.]

[Virtually] [streak free] [Streak free] [Brilliant] [Sparkling] [virtually] [100%] [streak free] shine ([on][countertops][.] [stove tops] [.] [microwave exteriors][.] [sink[s]][.] [mirror[s]][.] [glass][.] [faucet[s]][.] [windows][.] [exterior

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surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [[throughout your home]][,]

[Virtually] Streak free formula reveals [the][a] shine

[Virtually] [100%] Streak free formula reveals the shine[.]

[Virtually] [100%] Streak free formula reveals the shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [[throughout your home]][,]

([Virtually] [streak-free][streak free] [Shine]) [Formula]

Wipes out tough [grease] [and grime]

Works the first time, every time.

You can count on Mr. Clean

You can feel the difference [when cleaning]

Your professional cleaner

{CLAIMS - FIFRA}

CLEANING AND ODOR ELIMINATION CLAIMS:

{(As it dries it.) [In one step it] [Deodorizes and] [Freshens and]} cleans away the odors trapped on ({[hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]}, and ({[shiny surfaces], [hard non porous surfaces]}), leaving your [hard] surfaces ({[glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]}, and ({[shiny surfaces], [hard non porous surfaces]})) virtually free of odor causing bacteria.

Cleans away the odors trapped on ({[hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]}, and ({[shiny surfaces], [hard non porous surfaces]}), leaving your [hard] surfaces ({[glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]}, and ({[shiny surfaces], [hard non porous surfaces]})) virtually free of odor causing bacteria.

[Clean,] [and] [Disinfect][*][,] [and] [Freshens] [and][Deodorize][Deodorizes][with] [1] [one] [bottle][in one labor saving step][.][!]

[*when product used per label instructions]

[Clean,] [and] [Disinfect][,] [and] [Freshen] [Freshens] [and][Deodorize][Deodorizes][with] [1] [one] [bottle] [product] [,] [!]

Clean away the dirt and grime while eliminating those [unpleasant] harsh odors.

Cleans

Cleans and Disinfects [*][in one step] [to help save time and labor]

[*when product used per label instructions]

Cleans and Freshens

Cleans, Disinfects, and Freshens

Cleans, Disinfects, and Freshens with [1] [one] [bottle] [product] [,] [!]

Cleans, disinfects [hard non porous surfaces], and shines [throughout the house] [throughout the facility].

Cleans, disinfects [hard non porous surfaces], and shines easily

Cleans and disinfects [hard non porous surfaces], [deodorizing], [sanitizing] while leaving a streak-free shine

Cleans and disinfects hard non-porous [household] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]] surfaces

Cleans, [and] disinfects [hard non porous surfaces], and shines your [shiny] surfaces, [including glass], [including windows], [including mirrors]

Cleans [and disinfects] multiple surfaces

Cleans and Freshens ({[glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces]}).

Cleans [and shines], [and disinfects] [hard non-porous household surfaces] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]] surfaces

Combines a grease cutting formula with antibacterial ingredients [to clean] and [shine]

Combines antibacterial cleaning with steak-free shine

- Cuts grease [and grime], [kills germs***], and [shines]
- Cuts grease, [disinfects], [deodorizes], [sanitizes], and [shines]
- Cuts grease, [kills germs***], [cleans glass], and shines [surfaces]
- Disinfects and Freshens
- Disinfects [as it cleans] [and shines]
- Disinfect[s], cuts grease, cleans glass
- [Effectively] cleans [even grease] [dirt] [and grime], [windows], [mirrors], [shiny surfaces], [and kills germs***]
- [Eliminates] [No] [employee] guesswork
- Enables one step cleaning and disinfection* to help save time and labor
- [*when product used per label instructions]
- Fresh and clean all day long.

Freshens

[Mr. Clean] cleans away the dirt and grime while freshening with Febreze.

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CLEANING AND ODOR ELIMINATION CLAIMS (Cont.):

[Mr. Clean] Powerful Multi-Surface Cleaning [helps eliminate odors] [helps eliminate odors in the air] [helps eliminate odors with Febreze fresh scent][helps eliminate odors with Febreze freshness]
No pre-cleaning step required for general disinfection[*]
[*when product used per label instructions [for lightly soiled surfaces]]
One [simple] cleaner [-] [to] [clean] [disinfect] [deodorize]
Powerful cleaning without [the harsh odor].
Powerful clean with the freshness of Febreze
Powerful [three-in-one] [3-in-1] formula helps improved cleaning [productivity]
Saves time [by not] [from] [switching products]
Simplifies cleaning [in one easy step] [in one easy procedure]
Simplifies cleaning [while saving time] [in one easy step]

ANTIBACTERIAL CLAIMS:

3 in 1 Antibacterial Multi-Purpose [Cleaner] [Spray]
An effective [cleaner], [disinfectant], [sanitizer], [deodorizer], [odor eliminator] for use in [the] [kitchen], [bathroom], [bedroom], [playroom], [family room], [living room], and other [household] areas [your] [business][facility][operation][site][location].
Antibacterial [Formula] [Cleaner] [Spray]
Antibacterial Glass & Surface [Cleaner] [Spray]
Antibacterial Hard Nonporous Surface and Glass [Cleaner] [Spray]
Antibacterial Multi-Purpose [Cleaner] [Spray]
Antibacterial Multi-surface All Purpose [Cleaner] [Spray]
Antibacterial Multi-Surface and Glass [Cleaner] [Spray]
Antibacterial Multi-Surface [Cleaner] [Spray]
Antibacterial Surface and Glass [Cleaner] [Spray]
Bactericidal
[Destroy] [Kills] [Removes] [Gets rid of] [Helps to eliminate] [household] germs***
Disinfectant
Disinfecting cleaner kills 99.9% of common [household] bacteria and germs***.
Disinfecting [formula] [Cleaner]
Disinfects
Disinfects as it cleans [indoor] [and] [outdoor] surfaces.
Germicidal***
Kills Germs***
Kills 99.9% of Germs***
Kills 99.9% of the bacteria
Kills 99.9% of [common] [household] [bacteria] [,] [E. coli O157:H7] [,] [Salmonella enterica] [Salmonella] [,] [and] [Staphylococcus aureus] [Staph].
[Kills] [Influenza] [H1N1] [Flu Virus]] and/or [MRSA [methicillin resistant Staphylococcus aureus]] and/or [Staph [Staphylococcus aureus]] and/or [In 10 minutes]]
Kills more than 99.9% of household germs***
[Kitchen] and [Bathroom] cleaner [and] [disinfectant]
Leaves surfaces sanitary
Makes cleaning easy, and disinfects too.
Multi-Bacterial
Multi-Surface Disinfecting [hard non porous surfaces]
New Antibacterial
[P&G] [Pro Line] 3 in 1
[P&G] [Pro Line] 3 in 1 Disinfecting All-Purpose Spray and Glass Cleaner
[P&G] [Pro Line] Disinfecting All-Purpose Spray and Glass Cleaner
Sanitization [Sanitizes] [Sanitizing]

[This product] cleans [and/or] disinfects [and/or] [helps] [eliminate odors] on the following [hard, nonporous] surfaces: See "surfaces for disinfecting, cleaning, deodorizing, [help[-s][-ing] to] eliminate odors [on] [in], freshen[s], sanitize[s]" listed below.
Tough on dirt and bacteria, easy on you
Virucidal†

March 10, 2014

[New] [Low VOC] [formula] [kills] [eliminates] [destroys] [[is] effective against] [[25][30][40][50][XX]%^*] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [*vs. previous formula] [*vs. EPA Reg No. 6836-244-3573]

[New] [Low VOC] [formula] [kills] [eliminates] [destroys] [[is] effective against] [[1.5][2][2.5][XX] x^*] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [*vs. previous formula] [*vs. EPA Reg No. 6836-244-3573]

[New] [Low VOC] [formula] [kills] [eliminates] [destroys] [[is] effective against] [[1.5][2][2.5][XX] times^*] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [*vs. previous formula] [*vs. EPA Reg No. 6836-244-3573]

[New] [Low VOC] [formula] [kills] [eliminates][destroys] [[is] effective against] [[5][10][20][XX]^*] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [*vs. previous formula] [*vs. EPA Reg No. 6836-244-3573]

[Kills] [Eliminates][Destroys] [Effective against] [XX] [germs] [pathogens] [[micro-]organisms]

[Kills] [Eliminates][Destroys] [Effective against] [XX] viruses

[Kills] [Eliminates][Destroys] [Effective against] [XX] bacteria

{Note to Reviewer "XX" indicates a numerical value not already specified, and not to exceed the actual numerical value associated with the particular claim}

CLEANING, ODOR ELIMINATION, AND ANTIBACTERIAL CLAIMS:

Cleans away the odors trapped on your household surfaces, leaving your surface [virtually free] [of] odor causing [bacteria].

Cleans away the odors trapped on your household surfaces. Leaving your surface without the odor causing [bacteria].

Does not just [cover up] [mask odors];

Disinfects and deodorizes by killing germs*** [with the freshness of Febreze][Freshness and/or Fresh scent] and the odors they cause]

[Mr. Clean] Disinfects by killing germs*** and [while] deodorizes [deodorizing] [with the power of Febreze][Freshness and/or Fresh scent] [and the odors they cause]

Easily cleans tough greasy dirt AND disinfects [,] [while] [helping to eliminate] [eliminating] [odors] [with] [the freshness of Febreze] [freshness and/or fresh scent]

Kill[s] 99.9% of germs***, while leaving your home smelling fresh and clean.

[Makes cleaning easy] [Cleans and disinfects] while helping to eliminate odors [with the freshness of Febreze] [freshness and/or fresh scent].

Mr. Clean kills 99.9% of [the] germs*** and [deodorizes] [helps eliminate odors]

ODOR ELIMINATION AND ANTIBACTERIAL CLAIMS:

Cleans away odors and kills the bacteria that cause them.

Effective against [99.9% of] bacteria that cause odors [on] [hard surfaces], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces].

[Eliminate] [Remove] [germs***] [and] [bacteria] [from your home] [while] leaves[-ing] your home smelling fresh.

[Helps] eliminate[s] odors.

[Kills] [Removes] [Gets rid of] [99.9% of] the bacteria that cause them.

Kills bacteria that cause odors [on surfaces].

[Kills] [Removes] [Gets rid of] [Eliminates] [99.9%] [of] bacteria that cause odors [.]

[Kills] [Removes] [Gets rid of] [Eliminates] [99.9%] [of] bacteria that cause odors ([on [hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops]**, [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces][.]

[Kills] [Removes] [Gets rid of] [Eliminates]) [99.9%] of common household bacteria, E. coli, Salmonella, Staphylococcus [Staph] and Streptococcus [Strep] while leaving [a] Febreze [fresh scent] [and/or] [freshness] or [with the freshness of Febreze].

[Kills] [Removes] [Gets rid of] [Eliminates]) [99.9%] of common household bacteria, E. coli, Salmonella, Staphylococcus [Staph] and Streptococcus [Strep] without the harsh fumes[smell][odor][hospital smell].

[Kills]-[Removes]-[Gets rid of]-[Eliminates]- 99.9% of common household bacteria, E. coli, Salmonella enterica, and Staphylococcus aureus [Staph] while helping to eliminate odors with the freshness of Febreze.

Kills 99.9% of germs***, while leaving your home smelling fresh with the power of Febreze.

Leaves your surface virtually free of [from] odors and the bacteria that cause them.

MALIBU CONCENTRATE {Note to reviewer: Language in [] is optional or interchangeable. "^^", "^^^", "^^^", or "^^" may be interchanged}

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ODOR ELIMINATION CLAIMS:

Does not just cover up and/or mask odors / [removes] [eliminates] [helps eliminate] [helps remove] odors

For all around Febreze fresh[ness] try [insert name of scent] scent

Great Scent

[Helps] Eliminate[s] odors [at the source] on ([hard surfaces] [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces] [hard non porous surfaces]).

[Helps] Eliminate odors [caused by bacteria]

[Helps] eliminate odors [in the air] with Febreze [freshness][fresh scent]

[Helps][to][Eliminate[s]] [Fish odors/malodors/smell][,][Mold odors/malodors] and][Mildew odors/malodors] [,]

[Smoke] [smoke] [,] [and][Bacon Grease] [bacon grease] [odors][malodors] [in the air][,]

Neutralizes odors

With Febreze [freshness] [fresh scent]

USAGE CLAIMS:

Cleans [kitchens], [bathrooms], [glass], [windows], [mirrors], [appliances], [household surfaces] [and shiny surfaces]
 Cleans ([glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops]**, [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces] [hard non porous surfaces]).
 Cuts Grease
 Degreases [Degreaser]
 [For best results,] apply a thin layer of [product] [Alternate brand name] [Alternate brand name]; buff [dry] [until no streaks] [until streaks are gone] [until product disappears]
 Great for kitchens, bathrooms and other tough jobs
 Great for kitchens*, bathrooms, and other tough jobs
 [*a potable water rinse is required for surfaces in direct contact with food].
 Ready to use / concentrated [can be used in dilution]
 [Use less] [Use a small amount of product] [Spread a thin layer of] [product] [Alternate brand name] evenly [over the surface]; buff [dry] [until no streaks] [until streaks are gone] [until product disappears]
 Versatile [-works on [a wide range of hard, non-porous surfaces].] [See "SURFACES for disinfecting, cleaning, deodorizing, [help[-s][-ing] to] eliminate odors [on] [in], freshen[s], sanitize[s]" listed below.]

VALUE CLAIMS:

- ___ % free
- ___ % bonus
- ___ % more vs. ___ oz.
- ___ oz. at the ___ oz. price
- ___ oz. more vs. ___ oz.
- 2 pack
- 3 pack
- 4 pack
- Bonus Bottle
- Combo Pack
- Economy size
- Free sample
- Get ___ oz. free
- Get the same level of clean for 1/___ the cost
- Institutional size
- Limited Time
- Multi-Pack
- Only [\$]___ [cents] per use
- Trial size
- Twin Pack
- Twin Size
- Triple Pack
- Triple Size
- Undo weeks of dirt within minutes
- Value size
- Value pack
- X% more

SHINE FIFRA CLAIMS:

Combines antibacterial cleaning with [virtually] streak-free shine
 [Helps] [Eliminate Odors], [and] Cleans [and disinfects] [hard non porous surfaces], [deodorizing], [sanitizing] while leaving a [virtually] streak-free shine
 [Helps] [Eliminate Odors] [and] Disinfects [as it cleans] [and shines]
 [Helps] [Eliminate Odors], Cleans [and] [shines], [and] [disinfects] [hard non-porous household surfaces]
 [Helps] [Eliminate Odors]; Cleans; disinfects [hard non porous surfaces]; and shines [throughout the house]
 [Helps] [Eliminate Odors], Cuts grease [and grime], [Kills Bacteria], and shines [surfaces]
 [Helps] [Eliminate Odors], [Cuts grease], [disinfects], [deodorizes], [sanitizes], and [shines]

SURFACE SAFETY CLAIMS:

Low streaking

No streaking

Non abrasive clean

Non abrasive formula

Not harmful for most surfaces

Not recommended for carpets, copper or aluminum surfaces.

Note: Will not harm most washable surfaces. However, on painted surfaces and wall coverings, test a small area before use. If applied to aluminum, wipe dry immediately. Repeated use on copper or brass may discolor these surfaces. Not recommended for carpets.

Will not harm Septic tanks

[without bleach]

Works on a wide range of [household] surfaces [indoor] and [outdoor].

OTHER CLAIMS:

2-in-1

3-in-1

4-in-1

5-in-1

6-in-1

7-in-1

8-in-1

9-in-1

10-in-1

All in one

Bathroom Cleaner

Floor Cleaner

Kitchen Cleaner

Multi-Purpose –or- Multi-Room –or- Multi-Surface [Cleaner] [and] Disinfectant

Multi-Purpose –or- Multi-Room –or- Multi-Surface [Cleaner] [and] Disinfectant [Kitchen], [Bathroom], [Floor] cleaner.

Not formulated with ozone-depleting compounds

One for all

This bottle is made of x% post-consumer recycled plastic

Will not harm septic systems

[Designed with] [Formulated to have] [Formulated with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%] [XX%] [80%] [low[er]] [few[er]] [VOC's] [Volatile Organic Compounds] [solvents]

[Designed to meet] [Formulated to meet] [Meets] [the] [environmentally [minded] [conscious] [aware] [cognizant]] [State of California Air and Resources Board] [CARB] [CA] [low[er]] [VOC] [Volatile Organic Compound[s]] [solvent] [standards] [regulations] [limits] [while effectively cleaning [and] [disinfecting] hard surfaces]

[Get] [Maintain] [Effective] [cleaning] [and] [disinfection] [with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%] [XX%] [80%] [low[er]] [few[er]] [VOC's] [Volatile Organic Compounds] [Solvent[s]]

[Clean] [and] [disinfect] [glass] [and] [hard surfaces] [with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%] [XX%] [80%] fewer [VOC's] [Volatile Organic Compounds] [Solvent[s]]

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{Note to reviewer: These Use Sites may be depicted by Pictures:}

- SURFACES** for disinfecting, cleaning, deodorizing, [help[-s][-ing] to] eliminate odors [on] [in], freshen[s],
 sanitize[s]
 Appliance[s] [exterior]
 Baby furniture [cribs, changing tables, diaper pails]
 Baked Enamel
 Basement[s] [areas]
 Bathroom or restroom surfaces
 Bathtub [tub]
 Bed frame
 Cabinets
 Car window
 Cat and/or Pet [litter] boxes or pans
 Chairs
 Chrome
 Countertops or counters**
 Diaper pails
 Doorknobs
 Exhaust [Fan] [hood]
 Faucets
 Fixtures [chrome] [stainless steel]
 Floor[ing] [Glazed Ceramic Tile][Linoleum] [No-wax] [Vinyl] [glazed porcelain tile][kitchen tile] [Bathroom tile]
 Garbage [can] [pail]
 Glass [surface][s]
 Glass furniture
 Glazed [Ceramic] tiles
 Garage[s] [floor and/or doors and/or cabinets]
 [Hard] plastic or vinyl
 Highchairs [non-food contact areas]
 Kitchen
 [Kitchen] appliance[s] [exteriors]
 Light fixtures
 Litter boxes or pans
 Metal [blinds]
 Microwave oven exteriors
 Mirrors
 [no-wax] floors
 Outdoor grill
 Oven doors [exterior]
 Patio furniture [except cushions and wood frames]
 Pet areas
 Piano keys
 Picnic Table [non-wood]
 Plastic laundry hampers or baskets
 Plastic dog houses
 Playroom[s]
 Range hoods
 Recycling bins
 Refrigerator[s] [exterior[s]]
 Sealed Fiberglass
 Shelves / Drawers
 Shower[s] [doors]
 Sinks
 Stainless steel or metal surfaces in bathroom[s] or restroom[s] and/or kitchen[s]
 Stove[s] [tops]
 Synthetic marble
 Tables
 Telephones

MALIBU CONCENTRATE
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{Note to reviewer: Language in [] is optional or interchangeable. "**", "***", "****", or "†" may be interchanged}

SURFACES (Cont.)

- Toilet[s] bowl[s] [exterior][rims]
- Tools
- Tubs
- Urinal[s] [exterior[s]]
- Vanity top
- [Washable] Kitchen surfaces**
- [Washable] Cupboards
- [Washable] Door[s]
- [Washable] Railings
- [Washable] Trim[ming]
- [Washable] Walls
- Windows[s] [sills]

** A potable water rinse is required for surfaces in direct contact with food. Do not use on drinking glasses, dishes and utensils.

For use in households.

Contains no [phosphate][,] [butyl cellosolve] or [butoxyethanol].

Contains no ammonia.

Contains cleaning agents, perfume, dye and water.

Bactericidal cross-contamination is of major housekeeping concern not only in hospitals, but in schools, institutions, and industry. **MALIBU CONCENTRATE** has been formulated to aid in the control of cross-contamination from treated surfaces in these areas.

MALIBU CONCENTRATE is a one-step disinfectant cleaner that is effective against a broad spectrum of bacteria.

When used as directed, **MALIBU CONCENTRATE** will deodorize surfaces in toilet areas, behind and under sinks and counters, garbage cans and garbage storage areas and other places where bacterial growth can cause mal odors.

MALIBU CONCENTRATE is recommended for use in hospitals, medical and dental offices, nursing homes, public rest rooms, institutions, schools, colleges, athletic facilities, kitchens, restaurants and bars, airports, transportation terminals, hotels and motels.

MALIBU CONCENTRATE uses an anti-bacterial formula to cut grease, grime and to disinfect.

MALIBU CONCENTRATE kills bacteria such as Staphylococcus aureus, Salmonella enterica and Pseudomonas aeruginosa.

MALIBU CONCENTRATE removes dirt and grime and kills many germs***.

MALIBU CONCENTRATE ([Kills] [Eliminates] [Destroys]) ([99.9%] [of] [Germs***] [Bacteria] [Viruses[†]]

MALIBU CONCENTRATE Delivers [a] [3 log] [log 3] reduction in [Germs***] [Bacteria] [Viruses[†]] [levels]

MALIBU CONCENTRATE kills bacteria and cuts grease and grime.

MALIBU CONCENTRATE disinfects and deodorizes.

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MALIBU CONCENTRATE cleans tough dirt while leaving a fresh, clean, scent.

MALIBU CONCENTRATE cleans and deodorizes.

MALIBU CONCENTRATE cuts grease and deodorizes.

MALIBU CONCENTRATE cuts grease, grime and deodorizes.

MALIBU CONCENTRATE cleans and deodorizes and cuts grease and grime.

MALIBU CONCENTRATE is a no-rinse cleaner that disinfects, cleans and deodorizes in one labor saving step.

MALIBU CONCENTRATE cleans, shines, deodorizes and disinfects hard, nonporous household surfaces.

MALIBU CONCENTRATE is for use in kitchens, bathrooms, and other [household] [facility] areas.

MALIBU CONCENTRATE kills [household] germs*** in 10 minutes; effective against *Pseudomonas aeruginosa*, *Staphylococcus aureus* and *Salmonella enterica*.

MALIBU CONCENTRATE is a multi-surface cleaner, deodorizer, and disinfectant. Use on windows, mirrors, Plexiglas, Lexan, and other glass surfaces.

Use **MALIBU CONCENTRATE** on the multi-touch surfaces responsible for cross-contamination.

Use **MALIBU CONCENTRATE** on tables, chairs, bathroom bowls, basins, countertops, bed rails, door knobs and handles, glass surfaces including windows and mirrors.

MALIBU CONCENTRATE combines streak-free cleaning and hospital disinfection with no compromise in performance.

MALIBU CONCENTRATE is a glass cleaner, all-purpose cleaner, and disinfectant all in one.

MALIBU CONCENTRATE kills *Staphylococcus aureus* and *Salmonella enterica*.

MALIBU CONCENTRATE kills many bacteria that cause bad odors.

MALIBU CONCENTRATE disinfects!

MALIBU CONCENTRATE cleans and disinfects.

MALIBU CONCENTRATE cleans today's soils and disinfects.

MALIBU CONCENTRATE leaves a fresh clean scent.

MALIBU CONCENTRATE maximizes labor results by effectively controlling odors.

MALIBU CONCENTRATE is recommended for non-scratch cleaning of showers and tubs, shower doors and curtains and bathroom fixtures.

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MALIBU CONCENTRATE is a Hospital Use [Level] Disinfectant, is Bactericidal according to the AOAC Germicidal Spray Products Test Method, Virucidal†, on hard, non-porous inanimate surfaces according to the Virucidal qualification, modified in the presence of 5% organic serum and 400 ppm hard water against the following bacteria, and viruses:

or

[***]Effective against: [select from bacteria, viruses and fungi listed below]

[Bacteria:]

- Pseudomonas aeruginosa* [*Pseudomonas*] [ATCC 15442]
- Salmonella enterica* [*Salmonella*] [ATCC 10708]
- Staphylococcus aureus* [*Staph*] [ATCC 6538]
- Acinetobacter baumannii* [ATCC 19606]
- Burkholderia cepacia* [ATCC 25416]
- Campylobacter jejuni* [ATCC 29428]
- Corynebacterium ammoniagenes* [ATCC 6872]
- Escherichia coli* [ATCC 11229]
- E coli* 0157:H7 [pathogenic *E coli*] [ATCC 35150]
- Escherichia coli* NDM-1 positive [CDC 1001728] [*E. coli* NDM-1 positive] [NDM-1 positive *Escherichia coli*] [NDM-1 positive *E. coli*] [NDM-1 producing *Escherichia coli*] [NDM-1 producing *E. coli*] [Carbapenem resistant *Escherichia coli*] [Carbapenem resistant *E. coli*] [CR *Escherichia coli*] [CR *E. coli*] [CREC*i*] [Carbapenemase-producing *Escherichia coli*] [Carbapenemase-producing *E. coli*] [New Delhi Metallo beta lactamase (NDM) 1 producing *Escherichia coli*] [New Delhi Metallo beta lactamase (NDM) 1 producing *E. coli*] [New Delhi Metallo beta lactamase-1 (NDM-1) producing *Escherichia coli*] [*Escherichia coli* Carbapenemase] [*E. coli* Carbapenemase] [EC*iC*]
- Enterobacter aerogenes* [ATCC 13048]
- Enterobacter cloacae* [ATCC 13047]
- Enterobacter cloacae* NDM-1 positive [CDC 1000654] [*E. cloacae* NDM-1 positive] [NDM-1 positive *Enterobacter cloacae*] [NDM-1 positive *E. cloacae*] [NDM-1 producing *Enterobacter cloacae*] [NDM-1 producing *E. cloacae*] [Carbapenem resistant *Enterobacter cloacae*] [Carbapenem resistant *E. cloacae*] [CR *Enterobacter cloacae*] [CR *E. cloacae*] [CREC*e*] [Carbapenemase-producing *Enterobacter cloacae*] [Carbapenemase-producing *E. cloacae*] [New Delhi Metallo beta lactamase (NDM) 1 producing *Enterobacter cloacae*] [New Delhi Metallo beta lactamase (NDM) 1 producing *E. cloacae*] [New Delhi Metallo beta lactamase-1 (NDM-1) producing *Enterobacter cloacae*] [*Enterobacter cloacae* Carbapenemase] [*E. cloacae* Carbapenemase] [EC*eC*]
- Enterococcus faecalis* [ATCC 29212]
- Vancomycin Resistant *Enterococcus faecalis* [VRE] [ATCC 51575]
- Enterococcus faecium* [ATCC 51559]
- Klebsiella pneumoniae* [ATCC 4352]
- Klebsiella pneumoniae* NDM-1 positive [CDC 1000527] [*K. pneumoniae* NDM-1 positive] [NDM-1 positive *Klebsiella pneumoniae*] [NDM-1 positive *K. pneumoniae*] [NDM-1 producing *Klebsiella pneumoniae*] [NDM-1 producing *K. pneumoniae*] [Carbapenem resistant *Klebsiella pneumoniae*] [Carbapenem resistant *K. pneumoniae*] [CR *Klebsiella pneumoniae*] [CR *K. pneumoniae*] [CRK*P*] [Carbapenemase-producing *Klebsiella pneumoniae*] [Carbapenemase-producing *K. pneumoniae*] [New Delhi Metallo beta lactamase (NDM) 1 producing *Klebsiella pneumoniae*] [New Delhi Metallo beta lactamase (NDM) 1 producing *K. pneumoniae*] [New Delhi Metallo beta lactamase-1 (NDM-1) producing *Klebsiella pneumoniae*] [*Klebsiella pneumoniae* Carbapenemase] [*K. pneumoniae* Carbapenemase] [K*P*C]
- Klebsiella oxytoca* [ATCC 13182]
- Listeria monocytogenes* [ATCC 19117]
- Proteus mirabilis* [ATCC 9240]
- Proteus vulgaris* [ATCC 9920]
- Methicillin Resistant *Staphylococcus aureus* [*Staphylococcus aureus* - MRSA] [ATCC 33592]
- Community Acquired Methicillin Resistant *Staphylococcus aureus* [CA-MRSA] [Community Acquired MRSA] [Genotype USA 400] [NARSA NRS 123]
- Salmonella enterica* serotype-typhimurium [*Salmonella typhimurium*] [ATCC 23564]
- Serratia marcescens* [ATCC 14756]
- Shigella dysenteriae* [ATCC 11835]
- Shigella flexneri* [*Shigella flexneri* serotype 1B] [ATCC 9380]
- Shigella sonnei* [ATCC 25931]
- Staphylococcus epidermidis* [ATCC 12228]

Staphylococcus haemolyticus [ATCC 29969]
Staphylococcus hominis [ATCC 25615]
Staphylococcus saprophyticus [ATCC 15305]
Streptococcus pneumoniae [ATCC 6305]
Streptococcus pyogenes [ATCC 19615]
Yersinia enterocolitica [ATCC 23715]

‡[Select from viruses:]

Herpes Simplex [Virus] Type 1 [Herpes [1]] [ATCC VR-733]
 Herpes Simplex [Virus] Type 2 [Herpes [2]] [ATCC VR-734]
 Human Immunodeficiency Virus Type 1 [HIV-1] [AIDS virus]
 Influenza A [H1N1] Virus [ATCC VR-1469]
 Influenza A (H5N1) Virus [Avian Influenza [H5N1] [virus]] [CDC # 2006719965]
 Influenza A Virus (Strain Hong Kong) [Influenza A Hong Kong [strain]] [Hong Kong strain of Influenza A virus] [ATCC VR-544]
 Bovine Viral Diarrhea Virus
 [Duck] [Human] Hepatitis B Virus [Hepatitis B]
 [Human] Hepatitis C Virus [Hepatitis C]
 Respiratory Syncytial Virus [RSV] [ATCC VR-26]
 Rotavirus [Strain WA]
 Vaccinia Virus [ATCC VR-119]

[Fungi:]

Candida albicans [ATCC 10231]
Candida glabrata [ATCC 32312]

MALIBU CONCENTRATE is a sanitizer for non-food contact surfaces in the presence of 400 ppm hard water plus 5% organic serum in 5 minutes against:

Klebsiella pneumoniae [ATCC 4352]
Staphylococcus aureus [ATCC 6538]

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (Product Name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (influenza A virus tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against (influenza A virus tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.